

Paving the Way to the Single European Electronic Market

Workshop 10c: 11:00 Friday 21 October 2005

Abstract

The domain ranges between eBusiness (future forms of organizations, technology and applications) and the i2010 initiative. The SEEM is based on seamless interoperability and user-centric applications (consumers, workers, parts of organizations) as well as the wider involvement of all businesses. Many challenges have to be properly taken up and solutions found to meet the goal set. This analysis is presently carried out by the SEEMseed project, funded by the EC in the frame of the "Policy-orientated Research" priority. The workshop falls at the mid term with respect to the SEEMseed workplan.

Description

The workshop organization is under the responsibility of Prof. Flavio Bonfatti, as leader of the SEEMseed Sub Project 4 "Discussion and Dissemination". The discussion is focused on some of the more important issues conditioning the uptake of the SEEM all over Europe, in terms of how to allow the dynamic creation and operation of collaborative structures to create and trade goods, services or work, in a peer-to-peer manner in the knowledge economy. The papers show the four RTD investigation directions pursued so far.

Objectives

The main objective is to introduce and discuss the issues related to SEEM implementation and deployment, according to the results achieved so far by the SEEMseed project. They concern: trust and confidence problems, architecture of the SEEM technological infrastructure, applications and methods to attract small companies into the SEEM, stakeholders opinions on threads and challenges. The first two discussion themes are more related to SEEM implementation, while the other two deal with the deployment and spread use of the SEEM service. A number of new RTD initiatives are already in progress (such as the network of RTD institutions and mediators of the Enlarged Europe within the COMIST project), others are being launched (to study in depth semantics and collaboration aspects). They also will be discussed during the workshop.

Target Audience

Taking into account the objectives of the SEEMseed project, the workshop should involve representatives from industry and industrial associations (with particular emphasis on SMEs), research institutions and academia, consultants, public and regulatory bodies, standardisation bodies, sharing an interest in the constitution of the SEEM. Industry is here meant both as software developers and vendors (those realising the SEEM-compliant technology) and as users (those that will register and use the applications built by different software providers on top of the SEEM basic infrastructure).

Programme

The workshop will be organized into a brief introduction, four presentations, and a final discussion, according to the following outline programme. The Chair is Miguel Borrás, the SEEMseed Technical Co-ordinator.

Foreseeing the Single European Electronic Market – The Stakeholder Perspective

Ricardo Goncalves, UNINOVA, Portugal

This paper presents the results of the study on the actual status of the technology, the society and the public policies in relation to SEEM, with a focal point in European SMEs needs. The collection of information was done segmented on the SEEM stakeholders

profile. The paper presents the methodology developed to execute this study, and describes how the data was analysed and the results achieved.

Trust building in the Single Electronic European Market

Zhaomin Ren, Loughborough University, United Kingdom

This paper presents the trust building framework developed for the SEEM. It first reviews the trust concept, trust building related issues, and trust building process; then discusses the trust building in e-Business and e-Engineering. It discusses the key trust issues in the SEEM and trust building framework in a particular scenario – e-engineering Hub; and reports the initial RTD outcomes.

Smart and Easy Services to Make Small Companies Join the SEEM

Flavio Bonfatti, University of Modena and Reggio Emilia, Italy

The paper reports the intermediate results of the studies carried out within the SEEMseed project about the conditions that should be created to make most small companies actively participate in the forthcoming SEEM. The paper focuses on the role of mediators, defining new collaboration models, building up and spreading an open technological infrastructure, and hiding its complexity under easy and cheap applications and services.

Accessing and Managing Heterogeneous Information in the Single Electronic European Market

Sven Abels, University of Oldenburg, Germany

The paper describes, from the technological perspective, how the project team is making a first step towards the future ICT framework supporting SEEM, creating the embryo of the SEEM infrastructure by the development of an open registry mechanism able to be widely exploited in different eBusiness environments (B2B, B2A, B2C), with applications in most of the industry sectors, and with special focus on the SMEs needs.